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## CPRS Brings Home The Hardware!


CPRS Calgary enjoyed huge success at the recent "On The Edge" national conference in Vancouver, bringing home both the CPRS Lectern Award and the Membership Achievement Award.

The prestigious Lectern Award is awarded annually to the Member Society demonstrating the greatest advancement in its purpose and goals through membership growth, meeting attendance, development of Member Society sponsored educational programs, initiation of PR for PR activities, and growth in accreditation. It is a testament to the hard work of the board, volunteers, and the leadership of chapter President Nancy Arab, APR, ABC, FCPRS.

The Membership Achievement Award is both a Society and individual award

based on annual net membership growth. CPRS Calgary took home the award in the category for societies with over 75 members, a tremendous tribute to the hard work and dedication of Tanya Ristoff who ably steered this portfolio to such success.

The winning didn't stop there - Calgary continued to "take the podium" with wins in Communications Management by Henry Stevens of NATIONAL Public Relations, in Social Media by Shauna MacDonald of Brookline Public Relations, and in Writing by Pat McNamara of APEX Public Relations. Congratulations to all!

Last but not least, hearty congratulations to past-President of the Calgary chapter Richard Truscott who has been elected to the national board of CPRS! 

## Networking Event

## Summer Social and Annual General Meeting

Join friends and colleagues with CPRS Calgary for a fun, social evening. Partake in refreshments and celebrate the beginning of summer and the end of another CPRS program year. What successes have we had and what can you look forward to in 2010? It's a great opportunity to meet board members and volunteers and network with those in Calgary's public relations community.

### Join us:

Thursday, June 18th, 2009

Calgary Chamber of Commerce

100 - 6th Ave SW (at Centre Street)

Door open at 5:00 p.m.

Brief presentation at 5:30 p.m.

Refreshments provided

Free for all members!

RSVP at [www.CPRSCalgary.com](http://www.CPRSCalgary.com)

# The End of Journalism?

By Robert G. Picard

The question of whether we are witnessing the end of journalism is perhaps the most common topic at contemporary gatherings of journalists and journalism scholars. Although hushed and apprehensive conversations about it have taken place in recent years, today's discussions are open and filled with alarm and fear.

Many of the voices and opinions, however, misunderstand the nature of journalism. It is not a business model; it is not a job; it is not a company; it is not an industry; it is not a form of media; it is not a distribution platform.

Instead, journalism is an activity. It is a body of practices by which information and knowledge is gathered, processed, and conveyed. The practices are influenced by the form of media and distribution platform, of course, as well as by financial arrangements that support the journalism. But one should not equate the two.

The pessimistic view of the future of journalism is based in a conceptualization of journalism as static, with enduring processes, unchanging practices, and permanent firms and distribution mechanisms. In reality, however, it has constantly evolved to fit the parameters and constraints of media,

companies, and distribution platforms.

In its first centuries journalism was practiced by printers, part-time writers, political figures, and educated persons who acted as correspondents—not by professional journalists as we know them today. In the nineteenth century the pyramid form of journalism story construction developed so stories could be cut to meet telegraph limits and production personnel could easily cut the length of stories after reporters and editors left their newspaper buildings. Professionalism in the early 20th century emerged with the regularization of journalistic employment and professional

“The question facing us today is not whether journalism is at its end, but what manifestation it will take next.”

journalistic best practices developed. The appearance of radio news brought with it new processes and practices, including “rip and read” from the news agencies teletypes and personal commentary. TV news brought a heavy reliance on short, visual news and 24hour cable channels created practices emphasizing flow-of-events news and heavy repetition.

Journalistic processes and practices have thus never remained fixed, but journalism has endured by changing to meet the requirements of the particular forms in which it has been conveyed and by adjusting to resources provided by the

business arrangements surrounding them.

Journalism may not be what it was a decade ago—or in some earlier supposedly golden age—but that does not mean its demise is near. Companies and media may disappear or be replaced by others, but journalism will adapt and continue.

It will adapt not because it is wedded to a particular medium or because it provides employment and profits, but because its functions are significant for society. The question facing us today is not whether journalism is at its end, but what manifestation it will take next. The challenges facing us are

to find mechanisms to finance journalistic activity and to support effective platforms and distribution mechanisms through which its information can be conveyed.

*Robert G. Picard is one of the world's leading academic experts on media economics and management and government communications policies. His writing can be found at*

<http://themediabusiness.blogspot.com>. 

## PR in a World of Expression

By Richard Edelman

Our traditional business of media relations is affected by the shrinking news hole, as reporters are laid off in response to an unprecedented decline in advertising (digital pennies earned as print dollars are lost). Media is incorporating reader feedback, short-form video, discussion and news aggregation. There is a dispersion of authority, as people shift away from sole reliance on mainstream media or traditional influencers such as government or CEOs, towards those with people with experience, passion and voice earned by knowledge or frequency of their posts. Consumers are moving away from instant gratification toward

instant justification—from what they want to what they need. Government is the new “big foot” with an increasing stake in business, insisting on new levels of transparency, reduction in compensation and social benefit beyond shareholder value.

We have no choice but to evolve or die. What is our role in the future?

Public relations people must advise on policy, beyond how to communicate. We should offer a view on all important decisions to be taken by the corporation, from product pricing to supply chain to warranty length. We offer unique insight because we are actively engaged with the newly empowered constituencies, from

civil society to employees to impassioned consumers. What you do determines your success in what you say.

The tenets of Public Engagement apply specifically also to the communications aspect of our business. We need to do the following:

1) Integrate Search into the PR: Our work must be crafted for optimized search but also for reputational search and social search (since Google increasingly ranks social content from Flickr, blogs, Twitter etc.). We can prioritize media and blogger outreach on the basis of which reporter/person/outlets helps most in search. We can create “embassies” for clients within social networks like Facebook and Twitter so that there is an outlet for suggestions and complaints.

2) Mobilize the Influencers: We have always engaged credible experts to provide

independent insights for mainstream media. Today, we can uncover influencers of all stripes—the people who are passionately interested in a given area—and provide them with early access so they can publicly discuss product or corporate initiative. An influencer is not someone (like Ashton Kutcher on Twitter) with millions of followers, rather it is a person who is truly ‘engaged,’ based on how many times an individual’s posts are linked to and re-tweeted.

3) Inform the Conversation: We can no longer rely upon readers to go to mainstream media or to a client’s own web site. We need to go where the people are, whether in social media or in comments on blog posts (be transparent about your client’s interest!). We must also provide people with relevant utilities, whether through the web, iPhone or Pre (Disclosure: Palm is a client) apps.


4) Every Company a Media Company: Companies can offer real depth of content

from their core area of knowledge, such as J&J Baby Center, the Web’s #1 global interactive parenting network. We can help clients engage their consumers to co-create their brands, and to curate conversations happening around the web on a given topic.

5) Be Present and Consistent Everywhere: The average person uses eight sources of media each day. That same person needs to hear or see something three to five times from different sources in order to achieve belief. So we need to involve audiences consistently across all mediums, adapting the discussion and style to the specific medium. So let’s collaborate on Facebook, entertain on YouTube and offer customer tips on Twitter. For instance, the Butterball (a client) Turkey Talk-line now offers mobile texting tips, hosted web chats, a partnership with Bravo’s Top Chef show and a Cellufun mobile game.

6) Democratic and Decentralized: Let’s give voice to the people. The Ben and Jerry’s (a client) Facebook page has nearly 1 million fans who can create their own flavors, take interactive polls, give virtual gifts, connect via Twitter, view and discuss videos.

The PR business must move from pitching to informing, from control to credibility, from influencing elites to engaging the new influencers. Trust is established through continuous conversation and appropriate behavior. PR can become the communications partner of choice in the coming decade. We have little choice but to move to seize the mantle.

*Richard Edelman is the president and CEO of the world's largest independent public relations firm with over 3,100 employees in 54 offices worldwide. His writing and presentations can be found at [http://www.edelman.com/speak\\_up/blog/](http://www.edelman.com/speak_up/blog/). *



# ALBERTA ARETÉ AWARDS

## Celebrating Alberta's Best in Public Relations



CNW GROUP

Presented by CNW Group

The Alberta Areté Awards recognize excellence and achievement in Alberta's public relations profession. The Canadian Public Relations Society congratulates this year's recipients.

### AWARD OF ATTAINMENT

Donna Swiniarski APR\*

### AWARD IN INTERNAL COMMUNICATION

Kathryn Osterberg APR\*

The City of Calgary

*CPB Employee Engagement*

### AWARD IN EXTERNAL COMMUNICATION INVESTOR/SHAREHOLDER RELATIONS

Miriam Trottier & Dianne Trach ABC\*\*

TELUS Corporation and Geneva Ventures Inc.

*TELUS 2007 Annual Report*

### AWARD IN EXTERNAL COMMUNICATION MARKETING COMMUNICATION

Karissa Boley

NATIONAL Public Relations and Pfizer Canada

*My Time to Quit Comedy Tour*

### AWARD IN EXTERNAL COMMUNICATION COMMUNITY RELATIONS

Jennifer Tames, Jocelyn Tennison  
& Karen Tomnuk

Strathcona County

*Get with the Green Routine!*

[*communica*]

The External Communication Awards are sponsored by Communica Public Affairs



The Canadian Public  
Relations Society, Inc.

The Alberta Areté Awards are jointly produced by CPRS Edmonton and Calgary.

\* Accredited in Public Relations

\*\* Accredited Business Communicator

## Your 2008/2009 CPRS Board of Directors

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### Accreditation

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\* Voting members

If you are interested in submitting an article, have a story idea or would like to volunteer on the HOTwire committee, please contact Doug Lacombe at [communications@cprscalgary.com](mailto:communications@cprscalgary.com)

[www.cprscalgary.com](http://www.cprscalgary.com)